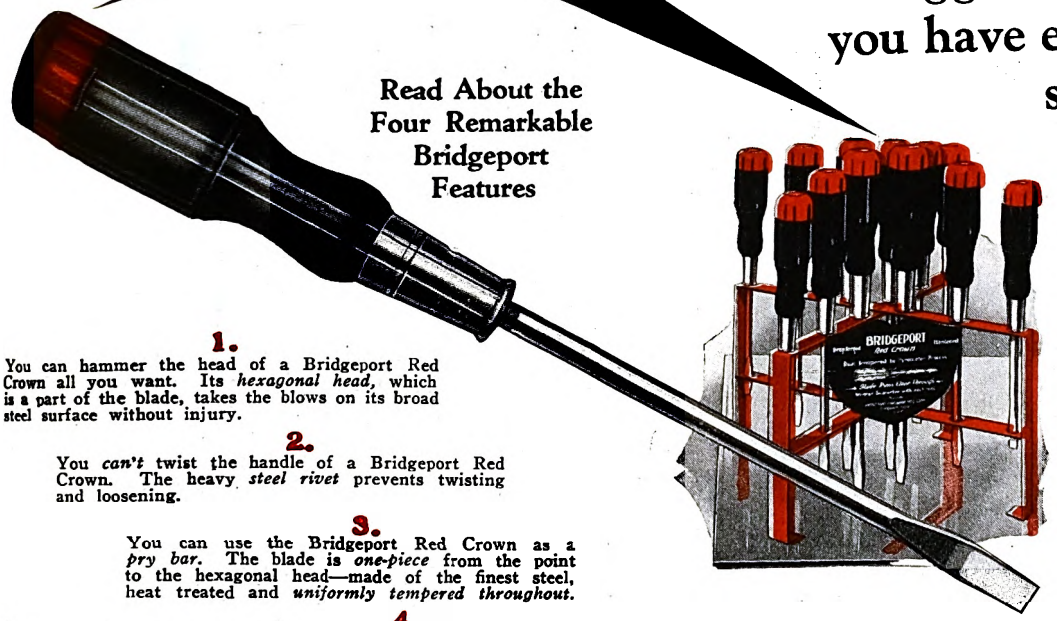
COLOR! That's what draws customers to these Bridgeport Red Crown and Yellow Crown Screw Drivers

These COLOR-CROWNED Bridgeports will give you *Quicker Turnovers* and *Bigger Profits* than you have ever made on screw drivers



Read About the Four Remarkable Bridgeport Features

1. You can hammer the head of a Bridgeport Red Crown all you want. Its *hexagonal head,* which is a part of the blade, takes the blows on its broad steel surface without injury.

2. You *can't* twist the handle of a Bridgeport Red Crown. The heavy *steel rivet* prevents twisting and loosening.

3. You can use the Bridgeport Red Crown as a *pry bar.* The blade is *one-piece* from the point to the hexagonal head—made of the finest steel, heat treated and *uniformly tempered throughout.*

4. You can use the Bridgeport Red Crown as a *chisel.* The point won't "mushroom." It won't break. It's DUAL tempered by the Pyrometer Process—and *twice tested* before assembly.

BRIDGEPORT *Red Crown* 50c.

At the left is the Bridgeport Red Crown Display Stand, showing the Red Crown assortment — 1/3 doz. each of 4", 5" and 6" screw drivers. This assortment costs you only $3.80 and sells for $6.00. The display stand is supplied to you *free.*

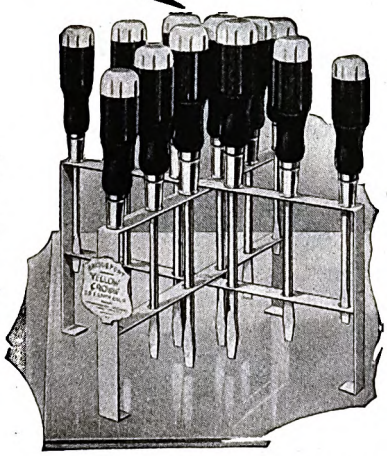
COLOR! This *new idea* in screw drivers is creating a sensation in sales! It will quicken your *turnover*—double your *profits*—get business that has been passing by!

Bridgeport *Red Crowns* and Bridgeport *Yellow Crowns* just naturally draw customers to them! And beneath those *colored crowns* your customers will find stanch *quality*—quality that makes *easy* sales and *satisfied* buyers. Just read about the Bridgeport features described on this page!

Yet, even COLOR combined with Quality is not all. Bridgeport will help you *sell more screw drivers* than you ever sold before! The striking *metal display stands,* pictured on this page, are furnished to you FREE! And Bridgeport *advertising*—which is telling hundreds of thousands of tool buyers to look for the screw drivers with the *colored crowns*—works for *you!*

Place the Bridgeport Display Stands on your counter. Tie-up with Bridgeport advertising. Then see what a *new idea* in an old product will do for *you!* Order your first Bridgeport Assortments today!

These Attractive Metal Display Stands Are Furnished to You FREE!



BRIDGEPORT *Yellow Crown* 25c.

At the right is a plain black and white photograph of the Bridgeport Yellow Crown Display Stand — which is furnished to you *free.* The Yellow Crown assortment—1/3 doz. each of 4", 5" and 6" screw drivers—costs you only $1.95 per dozen and sells for $3.00.

The Bridgeport Hardware Mfg. Corp.
Bridgeport, Connecticut
America's Largest Makers of Screw Drivers

Bridgeport TRADE MARK

TOOLS *and* HARDWARE SPECIALTIES

"I Saw It in Hardware Retailer"

Digitized by Google

HALF a Red Crown Tells the WHOLE Story

Here's a NEW and EASY way to Sell a 50-cent Screw Driver

PUT a Bridgeport Red Crown *cutout* on your counter! Place it where every man who enters your store will see how marvelously the Bridgeport Red Crown is built. That's all. Then just watch—and listen!

"What? Only fifty cents?" says the customer. Sold! No talk—no questions.

That's the *new* way—the *easiest* way and the *quickest* way—to sell fifty-cent screw drivers! *Half* a Red Crown tells the *whole story*—and what a story it tells! It speaks for itself! And it says more in a minute than a salesman can say in ten minutes!

We're making a lot of Bridgeport Red Crown cutouts—like the picture at the right. They're going out FREE to hundreds of hardware stores to do the biggest selling job the screw driver business has ever known. One of them is waiting to start work on your counter—waiting for the chance to *double* and *treble* your *fifty-cent screw driver* sales! NOW is the time to start! Just fill out the coupon below.

BRIDGEPORT HARDWARE MFG. CORP.
Bridgeport, Connecticut
America's Largest Makers of Screw Drivers

Bridgeport
TRADE MARK
TOOLS *and* HARDWARE SPECIALTIES

Above is shown the Bridgeport Red Crown Display Stand, showing the Red Crown Assortment—⅓ doz. each of 4", 5" and 6" screw drivers. This assortment costs you only $3.80 and sells for $6.00. The display stand is supplied to you *free*. Just use the coupon below.

Mail the Coupon NOW

THE BRIDGEPORT HARDWARE MFG. CORP.
Bridgeport, Connecticut

Gentlemen:
Will you kindly send me *free of charge* one *cutout* of a Bridgeport Red Crown Screw Driver, as pictured. You may also send.....Red Crown assortments (at $3.80 ea.) with FREE Display Stand, as illustrated.

NAME.....
STREET ADDRESS.....
CITY.....STATE.....
JOBBER'S NAME.....
CITY.....STATE.....

Digitized by Google